

THE Shoes offered in this \$18,000 Free Distribution Sale are the new spring models of the foremost makes in America. They have just arrived---they will be taken from their boxes for the first time for your inspection, and your feet will be the first that try them on.

THERE isn't a better time to buy Spring Footwear than right now. You may make your selection from this enormous stock while every size, every last, and every model is obtainable in just the shoe you admire.



\$2 Worth of Guaranteed Merchandise Free With Every Pair of Our Famous Women's Shoes



One 2-lb. Box of Lady Fairfax Chocolates \$1.00

Almost everybody in Washington knows the delicious goodness of Lady Fairfax chocolates. That is why we have selected them as part of this great anniversary offer. They are made fresh every hour right here in Washington, according to an old-fashioned Virginia recipe. Rich, piquant centers of fruits, nuts, or creams, covered with thick coatings of delicious chocolate and packed in attractive two-pound boxes.

One Jar of Ponds Vanishing Cream50

Ponds Vanishing Cream is an excellent aid to a beautiful, fresh, glowing skin. It possesses a skin softening and skin whitening ingredient which is of great value in retaining or restoring a youthful charm to the cheeks. It is made by the producers of the famous Ponds Extract. In addition to its wonderful beautifying qualities it is an excellent lotion for cuts, burns, and bruises, and should be on every woman's dressing table.

One Box Ponds Face Powder50

Ponds Face Powder is just as meritorious a toilet preparation as Ponds Vanishing Cream or Ponds Extract. It has been perfected to a degree of excellence which makes it one of the STANDARD toilet necessities. The full size 50-cent box, which we are giving in this offer, is a dainty affair, which will serve to make you better acquainted with its superlative quality. You may have your choice of flesh color, white, or cream.

Total (Regular Selling Price) \$2.00



Great crowds attended the opening day of BERBERICH'S great \$18,000 gift sale. It has already "caught on" and no wonder—\$2 or \$3 worth of guaranteed, standard price, standard grade merchandise given free with every pair of shoes is an offer so unprecedented it's bound to attract attention and attract shoe buyers.

It's a new idea in merchandising—a big plan in which the shoe manufacturer, the manufacturers of the articles given free, and BERBERICH'S are co-operating for the benefit of the public to get a wider distribution, knowing that repeat orders will surely follow.

Bear in mind that the shoes in this sale are the new, 1915 Spring Models of BERBERICH'S famous trade-marked shoes. Among the most notable of these are the

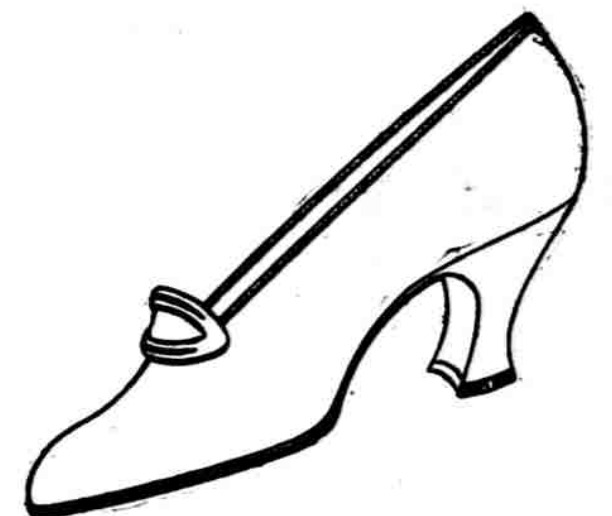


"The Shoe with a Million Friends"

\$3.50—\$4.00—\$5.00

FREE

These Two Articles to every purchaser of our famous Men's Shoes at Berberich's Two Stores and the Young Men's Shop (Shoe Dept.), 1319-21 F Street: One box of 25 Offender's 10c Straight La Anita Cigars and One Pair of O'Sullivan's Heels of New Live Rubber; total value, \$3; or, Three Pairs of Kuo-Tair Guaranteed Black Silk Hose and One Pair of O'Sullivan's Heels of New Live Rubber; total value, \$2.00.



Main Store

1116-22 7th St.

Berberich's

Washington's Largest and Most Progressive Shoe House—Established 1868

Branch Store

813 Penna. Ave.